

## Hilton Firsts – Pioneering the Hospitality Industry

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At Hilton, guest-centric innovation is in our DNA. Through simple changes aimed at improving the customer experience and minimizing friction points, Conrad Hilton set the foundation for guest-focused innovation and in doing so transformed the hospitality industry forever.

Over the last century, Hilton has grown from a single hotel in Cisco, Texas, to more than 5,600 hotels and 17 brands in 113 countries and territories, with a portfolio that offers a variety of ideal experiences for every type of traveler and trip. Take a look at some of our most important firsts along the way.

- 1893 The **brownie** is invented at The Palmer House, a hotel that would become a Hilton.
- 1919 Conrad Hilton buys his **first hotel**, the Mobley Hotel in Cisco, Texas.
- 1925 **First branded Hilton** – Dallas Hilton
- 1927 Waco Hilton becomes the first Hilton with cold running water and air conditioning in common areas
- 1930s Hilton was the **first to standardize the concept of room service** in hotels, growing it from its origins in the Waldorf Astoria New York throughout the industry.
- 1943 Hilton becomes the **first coast-to-coast hotel group** in the U.S. with the purchase of the Roosevelt and Plaza hotels in New York
- 1946 Hilton Hotels Corp. is formed, becomes the **first hotel company post-WWII to sell stock in New York**. Hilton is listed on the New York Stock Exchange in 1947.
- 1947 **First hotel to install televisions in guest rooms** (Roosevelt Hilton in New York)
- 1948 **First to install multi-hotel reservations system**
- 1949 Conrad Hilton is the **first hotelier featured on the cover of Time Magazine**
- 1949 The Caribe Hilton, the first Hilton outside the continental U.S., opens in Puerto Rico
- 1950 Hilton creates its first special amenity for female travelers – a sewing kit and booklet with helpful names and telephone numbers.
- 1954 Bartenders at the Hilton Caribe in Puerto Rico **invent the Pina Colada**
- 1955 **First hotel built from the ground up in Europe after WWII** (Hilton Istanbul)
- 1957 **First in-room direct dial**
- 1959 **First to open an airport hotel** (San Francisco Airport Hilton)
- 1965 Hilton begins **franchising hotels** in the U.S.
- 1965 Lady Hilton, the **first hotel concept designed for female travelers**, is launched
- 1967 Conrad Hilton **first hotelier to be featured in a syndicated cartoon**, “Batman.”

## Hilton



- 1973 Develops **first computerized central reservations system**, a breakthrough in customer service
- 1974 **Globalized the in-room minibar** with Hong Kong Hilton
- 1987 Launches Hilton Honors loyalty program
- 1989 First hospitality company to promise the **100 percent satisfaction guarantee**, with Hampton by Hilton.
- 2008 **First to have a hotel with both LEED and Green Seal certifications** (Vancouver, Washington)
- 2014 Launches Digital Key, enabling guests to use smartphones as room keys, and becomes the first hospitality company to offer the technology at scale
- 2018 First hotel to offer **a truly mobile-centric hotel room** with Connected Room
- 2018 Opened the world's **first underwater hotel suite** at the Conrad Maldives Rangali Island